



National

POISON PREVENTION WEEK PLANNER



www.PoisonHelp.hrsa.gov

INTRODUCTION

Welcome to *National Poison Prevention Week*

Thank you for joining the nationwide effort to help prevent accidental poisonings, a leading public health problem. Almost anything can be poisonous if used the wrong way, in the wrong amount, or by the wrong person, but help is available. Through the national toll-free Poison Help line, **1-800-222-1222**, the nation's 60 Poison Centers respond to more than 2 million poisoning exposures each year.

During *National Poison Prevention Week*, the third full week of March each year, do your part to educate the public about poisoning risks and what to do about them. The week is an opportunity to highlight the dangers of poisonings for people of all ages and to promote community involvement in poisoning prevention on a local and national level.

Participating in *National Poison Prevention Week* is easy, and every activity—large or small—can make a difference. Throughout the country, Poison Centers conduct activities to raise awareness of the dangers of poisoning. **Poison Centers are your first resource for advice and help in planning activities during that week—and they may have activities already under way that you can support, so it's important to find out first what's already planned.** Refer to the enclosed list of regional Poison Centers provided by the American Association of Poison Control Centers (www.aapcc.org) or visit www.PoisonHelp.hrsa.gov or call **1-800-222-1222** to find the Poison Center serving your area.

Getting Started: Working With Your Poison Center and Using This Planner

Consult your local Poison Center by calling **1-800-222-1222** before you begin planning your activities to see how you can work together. Then refer to the materials in this planner to prepare and promote any additional activities or events to support your Poison Center's activities. Three types of materials are included:

- Activity and event-planning suggestions that outline a range of activities large and small for you to work with your Poison Center to consider implementing in your community, along with tips and resources for conducting activities during *National Poison Prevention Week* and beyond
- Media advice and template materials that can be customized to promote activities in conjunction with your local Poison Center; be sure to let local media know that your activities are part of a national effort, and coordinate your media outreach with your Poison Center's efforts
- Educational materials with general facts about poisoning risks and prevention, to distribute through events and activities



Joining Forces to Prevent Poisonings, One Step at a Time

After you have reached out to your local Poison Center, consider asking other organizations to take up the cause with you (your Poison Center may have relationships with other organizations that can help). Together with combined resources, you can cast a wider net with your *National Poison Prevention Week* activities.

Find additional groups by thinking about all types of community organizations that may have an interest in poisoning prevention: your chamber of commerce, city or county government, schools, utility companies, and church groups, for example.

When you invite groups to participate with you in *National Poison Prevention Week*, give each organization a clear role. Agree on the goals of your partnership from the start, and establish a group leader who will guide your activities and communicate regularly with all organizations to keep everyone involved. Every activity during *National Poison Prevention Week*—and year-round—is critical for educating people about poison prevention. Even with limited resources, everyone can participate by posting general facts about poisoning and Poison Center resources—included in this planner—on your Web site, and linking to the national Poison Help Web site, www.PoisonHelp.hrsa.gov, to provide your community with additional information. See the activity and event-planning suggestions in this planner for additional ideas for what you can do, even with limited resources.

What is National Poison Prevention Week?

In 1961, Congress established *National Poison Prevention Week* as a national celebration each year during the third full week of March. The observance is sponsored by the *National Poison Prevention Week Council*, a group of public and private partners committed to reducing unintentional poisonings, promoting poison prevention, and coordinating annual activities to promote *National Poison Prevention Week*. For more information and to learn how Council members are observing this week, visit www.poisonprevention.org.

What is Poison Help?

Poison Help is a national campaign funded by the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA) to educate people about how to prevent a poisoning from occurring and how to respond should one occur. The national Poison Help Web site (www.PoisonHelp.hrsa.gov) provides resources for parents, teachers, health professionals, and local businesses. It can be used to help with poison prevention activities and provides information for you to locate and contact your local Poison Center. People can also contact their local Poison Center through the national toll-free Poison Help line, **1-800-222-1222**, for educational materials, information, and assistance with a poisoning emergency in 161 languages.

HRSA is the primary Federal agency for improving access to health care services for people who are uninsured, isolated or medically vulnerable. HRSA provides national leadership, program resources and services needed to improve access to culturally competent, quality health care. HRSA funds the national toll-free Poison Help line, **1-800-222-1222**, and Poison Help Web site, www.PoisonHelp.hrsa.gov.

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